

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

How street food is sold separates it from other sorts of food sellers. Buyers of food sold by street food sellers may typically consume it right away or later without having to cook it again, or the meal is usually ready to eat. sold by the side of the road or at other public areas (World Health Organization, 1996).

Over the last decade, the food sector has experienced a boom in competitiveness in an environment of persistent and rapid change, including changes in people's lifestyles and eating patterns. This is seen by the rising interest in and popularity of street meals. "Street meals are ready-to-eat foods and drinks produced and/or sold by vendors or hawkers, particularly in streets and other comparable venues," according to FAO (FAO, 1997). Every day, around 2.5 billion people worldwide enjoy street food due to its low cost and convenience (Fellows and Hilmi, 2012).

Furthermore, this type of cuisine has a higher socioeconomic worth for a large global public (It has also become a tool to maintain the cultural and social history and to boost tourism). Indeed, street food draws travelers looking for gastronomic culture and various tastes, and it contributes to a country's development of tourism. Furthermore, because street food gives money to vendors with insufficient resources to establish a business, it provides jobs (FAO, 2009)

As many as 61% of Indonesian respondents said they prefer packaged food for regular usage. For example, cassava balado or unyil bread cooked from scratch. The majority of customers believe that this sort of meal is wonderful. Consumers also do not believe that packed food is classified as unhealthy instant food since it still has a human touch or is manufactured in a restricted quantity because it is a home-based company.

Indonesian snacks are being developed. Not only do traditional Indonesian snacks exist, but so exists adaptations of snacks from other cultures, such as Korean

snacks, Japanese snacks, and others. This development is boosted by variables from a wide range of influencers, as well as knowledge about street food, which has the potential to become a profitable business for the local community. With the introduction of a new culture, the variety of street food expands.

Based on research, MSMEs have the potential to resolve poverty in Indonesia. Poverty reduction via the development of MSMEs has a high potential, as it turns out that the MSME sector contributes significantly to employment, employing more than 99.45 percent of the workforce and contributing 30% of GDP. Efforts to promote and grow the MSME sector will allow it to absorb more of the existing workforce while also improving the welfare of the employees engaged, reducing unemployment. Finally, it will be utilized to reduce the poverty. (Supriyanto, 2006)

According to the culture of Indonesians who still frequently consume street food today, street food has limitless possibilities. Entrepreneurs in these industries, on the other hand, must be able to give their distinctiveness and deliver greater benefits than others. Rahmawati, Uncledazs Marketing Manager, noted that one of the culinary enterprises in high demand by entrepreneurs and startups nowadays is street food or snacks served on the roadway. While the price is low and the flavor is great, it is now assisted by the digital era, which also simplifies delivery via online motorcycle services.

The street food business is not only done by selling with carts. These days, this business can be very thriving if done in a good way. For example, doing marketing using social media, franchising, collaborating with suppliers that benefit both parties.

1.2. Company Description

Snack Dip is a street food brand that sells various types of finger food. The company was created by Gabriel Ocean Lee. Thus, the company provides flexibility for prospective buyers. Different from traditional snacks, Snack Dip will offer ready-to-eat products with the theme of Japanese snacks/foods.

In the culture of Indonesians who still often consume street food, street food has great potentials. Entrepreneurs in these sectors, on the other hand, must be able to give their distinctiveness and deliver greater benefits to the customer. Furthermore, the younger generation in Indonesia frequently consumes new dishes or foods from other cultures. Not to eradicate the present culture, but rather to provide variation and diversity to the existing community.

Figure 1.1 Snack Dipp logo



'Snack Dipp' is a fresh new home industry founded in September 2021 by Gabriel Ocean Lee, an Universitas Multimedia Nusantara student. The snacks offered inspired the name "Snack Dipp." Where guests may enjoy snacks that are prepared in a practical and flavorful way by dipping the food into the sauces.

The logo is a try to reflect the brand. The brand name is simpler to recognize and read when it is placed in the center. Simple things are also used in the text and graphic designs to demonstrate the practicality and simplicity of the product to be offered. As a result, visitors will now see 'Snack Dipp' as a suitable solution. The color orange represents enthusiasm. As a result, the logo is intended to generate excitement and enthusiasm from customers, so making them hungry and eager to purchase our items.

1.2.1 Vision

Become the best snack shop by offering snacks that prioritize hygiene, sanitation, and taste. Which are available customers through many platforms.

1.2.2 Mision

- To Provide varieties of Japanese snacks to the community while ensuring the product's quality.
- To improve the quality of the products offered to customers.
- Provide clean and hygiene environment
- To Sell products for the community through many platforms.
- To open new jobs for the community.

1.2.3 Team

Figure 1.2 Organization member



Snack Dip is a company founded by Gabriel Ocean Lee who is running this business. With staffs consisting of one owner and also 2 staffs, each a person in cashier, and in operations. In this company, Besides the creator and owner of the entire organization's operations, some supply the product, or what are usually known as a supplier.

1.2.4 Address of Business

SNACK DIPP
Ruko Curug. Jl. Veteran Pos II
Kecamatan Legok

Snack Dip is will be placed on the outskirts of a busy main road. Snack Dip predicts a lot of consumers who routinely interact, are familiar with, and interested in street food. Furthermore, the culture of the people who generally still consume street food around itself will increase the level of sales of the products offered.

1.3. Product and Services

Snack Dip will provide various snacks with sauces/dipping to enrich the flavor. The products definitely can be enjoyed by the community. Our product's efficiency and hygiene will be the key point to face the competitors, along with excellent services. Beyond the new experience, we will give you, we are also going to expand our products especially through online platforms. Snack Dip offers two types of products, such as ready-to-eat products. Also, the products will be are supplied by qualified suppliers. Online marketing will be used by the company via E-commerce platforms such as tokopedia. In addition, any new information on 'Snack Dipp' will be posted on our Instagram. Also, the products will be available at on-site store.

We provide four snack menus and four different sauces that will enrich the taste of the snack. The four snacks are Egg Rolls, Shrimp Rolls, Ebi Furai, and Cheese balls. Then, the sauces are sweet chilli sauce, chilli sauce, ponzu, and mayonnaise. In the near future, we are planning to add more iconic sauces and more menus. Also, we serve orders for delivery or on the spot order. Customers can also eat it in the seats that have been provided.

Figure 1.3 Menu



Snack Dip Menu and Sauce:

- a. Menu:
 - Egg rolls
 - Tempura/Ebi Furai
 - Cheese balls
 - Shrimp rolls
- b. Sauces:
 - Sweet Chilli Sauce
 - Ponzu Sauce
 - Mayonnaise Sauce
 - Chilli Sauce

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